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A GRALLA PUBLICATION

Merchandising

FEBRUARY 1984

Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS, WHOLESALERS AND DISTRIBUTORS

GET READY FOR

ELECTRONIC DISTRIBUTION

A whole new way of delivering software is prepared to shake up the retail world

CONCLUDING ONE GREAT YEAR, DEALERS PLAN FOR ANOTHER

Ceiling Models Fan Hot Summer Sales

RETAILERS PONDER THE EFFECTS OF THE NEW FORMAT

8mm SENDS VIDEO VENDORS REELING

LAS VEGAS – Kodak's unveiling of the first 8mm video system at last month's CES sent the industry into a frenzy. GE, RCA and Sanyo all officially jumped on the bandwagon and Fisher showed a prototype. But does the industry really *need* another format? Many retailers remain skeptical.

Cautious Computer Companies

HEDGE THEIR BETS

FEW INTRODUCTIONS, PLENTY OF PLEDGES GREET THE NEW YEAR

Phone makers gear up for the best year ever

NEW COLORS TURN ON EXCITEMENT AT THE HOME BUILDERS' SHOW

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Executive Office: 1515 Broadway, New York, NY 10036 212/869-1300

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Merchandising
FOR OVER 56,200 RETAILERS & WHOLESALERS

February 1984
Our 77th Year
Vol. 9, No. 2

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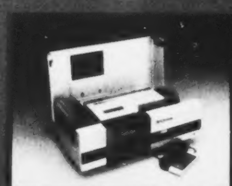

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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. **Raiders of the Lost Ark** *(Paramount)*	1	2
2. **Risky Business** *(Warner)*	6	2
3. **Blue Thunder** *(RCA/Columbia)* I	3	3
4. **Flashdance** *(Paramount)*	2	5
5. **The Making of Michael Jackson's 'Thriller'** *(Vestron)* GP	—	1
6. **National Lampoon's Vacation** *(Vestron)*	4	2
7. **Superman III** *(Warner)*	10	2
8. **Twilight Zone—The Movie** *(Warner)*	14	2
9. **Gandhi** *(RCA/Columbia)* I	5	4
10. **Breathless** *(Vestron)* GP	9	2
11. **48 Hours** *(Paramount)*	12	7
12. **The Survivors** *(RCA/Columbia)*	11	2
13. **The Man from Snowy River** *(CBS/Fox)*	8	5
14. **Dark Crystal** *(Thorn EMI)* GP	7	2
15. **Dawn of the Dead** *(Thorn EMI)*	—	1
16. **The Hunger** *(MGM)*	15	2
17. **Psycho** *(MCA)* G	13	3
18. **Delirious** *(Paramount)*	17	2
19. **Cujo** *(Warner)*	—	1
20. **Local Hero** *(Warner)*	24	2
21. **The Grey Fox** *(Media)*	—	1
22. **Jaws III** *(MCA)*	—	1
23. **10 to Midnight** *(MGM)*	—	1
24. **Bad Boys** *(Thorn EMI)*	20	5
25. **Stroker Ace** *(Warner)*	22	3
26. **Pink Floyd: The Wall** *(MGM)*	—	1
27. **The Year of Living Dangerously** *(MGM)*	—	3
28. **Yellow Beard** *(Vestron)*	—	1
29. **Tender Mercies** *(Thorn EMI)*	29	4
30. **Lone Wolf McQuade** *(Vestron)*	16	3

Top 10 in videocassette sales

1. **Raiders of the Lost Ark** *(Paramount)*	1	3
2. **The Making of Michael Jackson's 'Thriller'** *(Vestron)* GP	—	1
3. **Jane Fonda's Workout** *(Karl Video)* GPI	3	19
4. **Flashdance** *(Paramount)*	2	5
5. **Risky Business** *(Warner)*	6	2
6. **Blue Thunder** *(RCA/Columbia)* I	4	2
7. **Superman III** *(Warner)*	—	1
8. **Twilight Zone—The Movie** *(Warner)*	—	1
9. **Pink Floyd: The Wall** *(MGM)*	—	1
10. **48 Hours** *(Paramount)*	5	7

Top 5 in CED videodisc sales

1. **Raiders of the Lost Ark** *(Paramount)*	1	2
2. **Octopussy** *(CBS/Fox)*	—	1
3. **WarGames** *(CBS/Fox)*	5	2
4. **Risky Business** *(Warner)*	3	2
5. **Blue Thunder** *(RCA Videodiscs)*	—	2

Top 5 in laserdisc sales

1. **Raiders of the Lost Ark** *(Paramount)*	1	2
2. **Octopussy** *(CBS/Fox)*	—	1
3. **Flashdance** *(Paramount)*	3	4
4. **Risky Business** *(Warner)*	—	1
5. **WarGames** *(CBS/Fox)*	2	2

G—Title has gone gold—has sold 25,000 on disc and/or cassette and has sales of at least $1 million. (RIAA/Video)
P—Title has gone platinum—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
I—Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

VIDEO/ NEW RELEASES

CBS FOX/VIDEO

THE CHOSEN (1982) Set in New York during the mid-1940's, this is the powerful screen adaptation of Chaim Potok's acclaimed novel. The friendship of two young Jewish men (Robby Benson and Barry Miller) survives the deep conflicts which arise from growing up in two different worlds. *Color PG 107 minutes C: $59.98.*

INDISCRETION OF AN AMERICAN WIFE (1954) Two lovers (Jennifer Jones and Montgomery Clift) face a bittersweet crisis in Rome's famous Terminal Station. Can they have a future together? *B/W 63 minutes C: $59.98.*

EMBASSY

THE BERENSTAIN BEARS COMIC VALENTINE (1982) The whole Berenstain bear family get their paws wet when brother bear receives a mysterious valentine from Miss Honey bear, a secret admirer. But can brother bear now keep his mind on the upcoming Valentine's Day championship game against the Beartown Bullies? *Color 25 minutes C: $24.95.*

THE DAY AFTER (1983) The acclaimed television special which showed the horrors of nuclear war also contains scenes not previously viewed in the U.S. TV special. Stars include Jason Robards, Jobeth Williams, Steven Guttenberg, John Lithgow and John Cullum. Point-of-purchase materials are also available. *Color 126 minutes C: $39.95.*

MCA

TWIST OF FATE The first video music EP release from this studio features the talented Olivia Newton-John. Four songs from Two of a Kind and two songs from Olivia's Greatest Hits Volume II album are included. The music video includes the title song, Take a Chance, Shaking You, just-released Livin' In Desperate Times and the top-ten single Heart Attack. *Color 25 minutes Stereo Beta Hifi and Stereo VHS C: $19.95 CED: $16.98 LV: $19.98.*

RCA/COLUMBIA

BABY, THE RAIN MUST FALL (1964) Steve McQueen and Lee Remick star in this drama about a rootless drifter, his wife and their young daughter in a small Texas town. Don Murray also stars. *B/W Beta Hifi C: $59.95.*

EURYTHMICS-SWEET DREAMS (1983) This video album features David Stewart and Annie Lennox from the Eurythmics performing the smash hit, Sweet Dreams Are Made of This and Love is a Stranger. Twelve other songs are also included. *Color VHS Dolby Stereo & Beta Hifi Stereo C: $29.95.*

YOL (1982) Winner of the d'Or for the best picture at the 1982 Cannes Film Festival, this Turkish film paints a compelling portrait of modern Turkey as seen through the eyes of five prisoners who are granted temporary leave to see their families. *Color PG Beta Hifi C: $59.95.*

VESTRON

EASY MONEY (1983) Rodney Dangerfield stars as a basic slob with a chance to inherit millions—if he can stop smoking, drinking and gambling! This effort nearly kills the man who "gets no respect" in this runaway comedy smash hit. *Color R 95 minutes C: No suggested list CED: $29.95 LV: $24.95.*

JAMES DEAN, THE FIRST AMERICAN TEENAGER In rare footage of one of the cult heroes of our time, Elizabeth Taylor, Rock Hudson and Natalie Wood share the stories of the man, the actor and the myth—James Dean. *Color 83 minutes C.*

KITTY FOYLE Ginger Rogers portrays a young working girl who is emotionally trapped between a career on the rise and an affair with a married socialite. *B/W 108 minutes C.*

LADY TAKES A CHANCE John Wayne and Jean Arthur have a marvelous screen chemistry in this hilarious romantic comedy about a New York working girl with matrimonial ideas and a rodeo rider who yearns for the wide-open countryside. *B/W 108 minutes C.*

MR. MOM (1983) Michael Keaton plays a hard-working husband who becomes a harried "housewife" and Teri Garr portrays a housewife who turns into a high-powered executive. *Color PG 92 minutes C: No suggested list CED: $29.95 LV: $24.95.*

PICTURE MUSIC A collection of 14 of today's most popular music videos, including top hits from Kim Carnes, Steve Miller, the J. Geils Band, Billy Squier and Thomas Dolby. "Liner notes" with background on the artists and their music videos are also included. *Color 60 minutes Stereo & Beta Hifi C: $29.95.*

THE SMURFS AND THE MAGIC FLUTE (1983) The delightful blue and white creatures star in their first animated feature film. Johan, Peewit and all the beloved Smurf characters star in this Smurferific adventure. *Color G 74 minutes C: No suggested list CED: $29.95 LV: $24.95.*

THE UNSEEN Three beautiful women and an unspeakable terror lust in the darkness. Barbara Bach stars in this chilling horror story of a grotesque murder that twists from unrelenting violence to a shocking finale. *Color 90 minutes.*

New Datasouth matrix printer features three printing modes

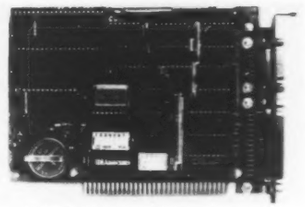
CHARLOTTE, NC—The DS220 multimode matrix printer by Datasouth Computer Corp. eliminates the need for multiple printers by combining three different printing capabilities into a single unit. The unit provides correspondence printing for word processing, draft quality printing for high-speed data processing as well as dot-addressable graphics.

In correspondence mode, the unit generates an 18 by 48 dot matrix for near letter quality appearance. Using a high-resolution two-pass mode, the DS220 prints at 40 cps. Multiple type fonts may be selected using the operator panel or the program control on the unit.

For print intensive applications, the DS220 operates at 220 cps, utilizing bi-directional logic-seeking printing. The printer also has the ability to print up to 217 columns for spreadsheets and graphically output results.

The DS220's front panel offers pushbutton access to 50 programmable features. These include forms control, print mode and communications. The integral four-digit LED display eliminates the guesswork in printer configuration by providing visual verification as each feature is programmed, said the firm. The product includes both serial and parallel interfaces as standard features along with a 2,000-character buffer. Snap-in ribbon cartridge can be changed quickly.

Datasouth Computer Corp., 4216 Stuart Andrew Blvd., M, Charlotte, NC 28210.



IDEAmini multi-function card

IDEA card eases peripheral interface

BEDFORD, MA—The IDEAmini, a plug-in multi-function card, will fit into any slot on the IBM PC and fits into the short slot on the IBM XT, according to IDEAssociates, Inc. Product is a combination input/output card. A combination of up to four of the following options are available: parallel interface; one or two serial interfaces, and clock/calendar/battery. Each serial option comes with an RS-232C cable adaptor with a DB25 connector. The clock/calendar/battery comes with complete ICLOCK software on a diskette. Board includes RAMFloppy disk emulation software; ISPOOL Printer Spooler software, and ISWAP LPT1: LP2 swap program.

The IDEAmini makes it possible to cable both serial and parallel interfaces from the back of the board. Product makes interfaces with printers, disks, and communication devices simple, even for those IBM PCs without the rear knockout, said the firm. Prices range from $175 for one option to $295 for 256KB with four options.

IDEAssociates, Inc., 7 Oak Park Dr., M, Bedford MA, 01730.

Davong tape system safeguards data

SUNNYVALE, CA—Tape backup system safeguards data on any Winchester disk or floppy drive used with the IBM PC or XT microcomputers, said Davong Systems, Inc. Price for the system is from $1,795 to $1,995, including interface.

The standalone streaming tape drive uses ¼-in. tape cartridge with a formatted capacity of approximately 19 megabytes. An adaptor for the backup plugs directly into an IBM PC or XT expansion slot. Software capabilities include initial checkout, copying from floppy or hard disk to tape and restoring files from tape to hard disk or floppy. Software also allows user to compare file dates so that the most current file with the same title is restored. Files may be restored to a different volume so they are easy to find, and an index lists names and dates of all backup files.

Using the Davong Multi-OS control system, backup can be done by volume or individual file. A 15 megabyte disk can be copied in about four minutes and four-error checking methods ensure data integrity, said the firm.

Davong Systems, Inc., 217 Humboldt Ct., M, Sunnyvale, CA 94086.

Pfantone Pfaser 3 joystick

Video joystick can fire from almost any position

WAUKEGAN, IL—The Pfantone Pfaser 3 video joystick by Pfanstiehl is a three-position model, which means that it can be fired from virtually any position.

The joystick sports non-skid pads and a five-ft. cord for convenience. It is compatible with Atari, Sears and Commodore units. The unit also features an Ultra-Efficient Directional Radius for accuracy.

Pfanstiehl, 3300 Washington St., M, Waukegan, IL 60085.

Spectravideo introduces its first MS computer

PLAINVIEW, NY—Model SVI-728 personal computer features a z80A microprocessor with MSX BASIC built into the ROM of the CP/M-based machine. The unit's 32K ROM is expandable to 96K and its 80K RAM is expandable to 144K.

The 87-key, full-stroke keyboard computer is expected to retail for $349 when it is shipped to distributors and retailers in April.

Spectravideo, 39 W. 37th St., M, New York, NY 10018.

COMPUTERS

HOME MGT.

HOMEWORD FILER, Sierra On-Line. Apple II-, II+-, IIe-compatible. Available in May. Suggested retail $69.95.

MANAGING YOUR MONEY, Micro Education Corp. of America. IBM PC-, XT-, PCjr- and Apple IIe-compatible. Available now. Suggested retail $199.95.

MICHAEL, T&F Software. Commodore 64-compatible. Available now. Suggested retail $39.95.

MICRO COOKBOOK, Commodore Software. Commodore 64-compatible. Available now. Suggested retail under $40.

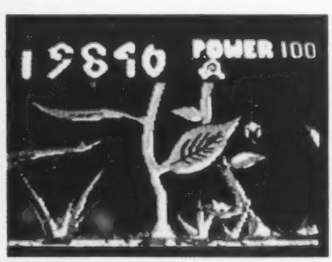
PRACTIFILE, Micro Software International. Commodore 64-compatible. Available now. Suggested retail $55.

GAMES

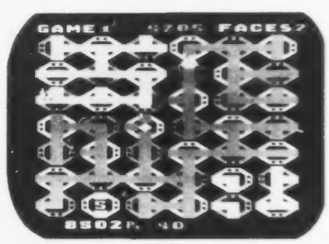
ALPHABET BEASTS & CO., Reader's Digest Software. Apple II-, II+-, IIe- and Commodore-64 compatible. Available now. Suggested retail $34.95.

BUBBLE BURST, Spinnaker. Commodore 64-compatible. Available now. Suggested retail $39.95.

COAST-TO-COAST AMERICA, CBS Software. Apple-, IBM PC-, IBM-PCjr- and Commodore 64-compatible. Available in March. Suggested retail $49.95.



LEAFER MADNESS, T&F Software. Atari 32K-, Commodore 64-compatible. Available now. Suggested retail $34.95.



ZENJI, Activision, Inc. Atari XL-series and 5200-compatible. Available early this year. Suggested retail $34.95.

LEARNING

A BEE C's, Commodore Software. Commodore series-compatible. Available early this year. Suggested retail $30 to $40.

BANK STREET SPELLER, Broderbund Software. Apple-compatible. Available now. Suggested retail $69.95.

KIDS SAY THE DARNDEST THINGS, Home Computer Software, Inc. Commodore 64-, Apple II, II+-, IIe- and Atari 800-compatible. Available now. Suggested retail $39.95.

KIDWRITER, Spinnaker. Apple II/IIe-compatible. Available now. Suggested retail $34.95.

MICROSPEEDREAD, CBS Software. Apple-, IBM PC-, IBM PCjr-, Commodore 64-compatible. Available this month. Suggested retail $125.

MOVIEMAKER, Reston Software. Atari XL series-compatible. Available now. Apple-, Commodore 64-, IBM PC-compatible. Available early this year. Suggested retail $60.